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Amendment and/or Response
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Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently amended) A method ~~of being compensated for a transfer of a software element to render a content information, the method~~ comprising:
receiving financially charging a content provider of the content information based on the transfer of the software element being triggered by an individual's request for the content information from a content provider,
identifying a software element for rendering the content information,
facilitating a transfer of the software element from a software provider, and
effecting compensation from the content provider to the software provider.
2. (Original) The method of Claim 1, wherein
the individual's request for the content information triggers the transfer of the software element based on a transfer history representative of other content information previously transferred to the individual.
3. (Original) The method of Claim 1, wherein
the content provider transfers the software element.
4. (Original) The method of Claim 1, further comprising:
transferring the software element to the individual.
5. (Original) The method of Claim 1, further comprising:
transferring a tag with the software element,
the tag enabling a disablement of the software element.

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6. (Original) The method of Claim 5, wherein
the tag is a counter.
7. (Original) The method of Claim 5, wherein
the disablement is automatic after a period of time.
8. (Original) The method of Claim 5, wherein
the disablement is automatic after the software element is used to render a specific
number of content information.
9. (Currently amended) A method of providing a content information, the method comprising:
advertising a content information;
receiving ~~causing~~ an individual's request for the content information; ~~to selectively~~
triggering a transfer of a software element to render the content information; and
~~financially~~ .
compensating a provider of the software element based on the transfer of the software
element.
10. (Original) The method of Claim 9, wherein
the content information is advertised on an electronic program guide.
11. (Original) The method of Claim 9, wherein
a data service provider provides the content information to a device over a data
network and
the software provider is an original equipment manufacturer of the device.

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12. (Original) The method of Claim 9, wherein
the content information is advertised on a web-page.
13. (Currently amended) The method of Claim 9, further comprising:
charging a fee to the individual for a transfer of the content information ~~content~~.
14. (Original) The method of Claim 9, further comprising:
charging a fee to the individual for the transfer of the software element.
15. (Original) The method of Claim 9, further comprising:
advertising the transfer of the software element.
16. (Original) The method of Claim 9, further comprising:
enabling the software provider to transfer the software element to the individual.
17. (Original) The method of Claim 9, further comprising:
transferring the software element.
18. (Currently amended) The method of Claim 9, further comprising:
concealing the ~~causing~~ triggering and the compensating to the individual.
19. (Original) The method of Claim 9, wherein
the software element comprises a decoder.

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20. (Original) The method of Claim 9, wherein
the individual's request for the content information triggers the transfer of the software element based on a transfer history representative of data previously to the individual.
21. (Original) The method of Claim 20, wherein
the previously transferred data comprises another content information previously transferred to the individual.
22. (Original) The method of Claim 20, wherein
the previously transferred data comprises at least one software element previously transferred to the individual.